

# **Key Elements of a Basic Website**

The Gilead Outreach & Referral Center

[www.gileadcenter.org](http://www.gileadcenter.org)

Victoria Makovec, Program Director

January 21, 2004

# The work of the Gilead Center

The Gilead Center exists to connect the uninsured with affordable healthcare. Deeply rooted in community institutions and funded by both government and business, the Gilead Center is a working example of the power and promise of community in action.



# What we needed in a Website

- E-commerce? No.
  - But we did want to sell our message.
- Online transactions? No.
  - But we did want our typical user to exit the site as a satisfied customer.
- Online information? Yes.
  - We wanted to let our user know about our work.



# Who are you talking to?

- Our old site addressed everyone.
  - People in need of health care coverage
  - Funding bodies
  - Health care professionals
- Our new site took on the question: who is our *primary* audience?
  - Funding bodies
  - Health care professionals
  - People in need of health care coverage



# What's wrong with brochureware?

- Brochureware: Websites that are simply digital versions of print brochures.
- Sometimes that's all you need or can afford.
- An information-only site is better than no site at all.



# A good rule for non-profit Websites:

Don't let the best to be  
the enemy of the good.



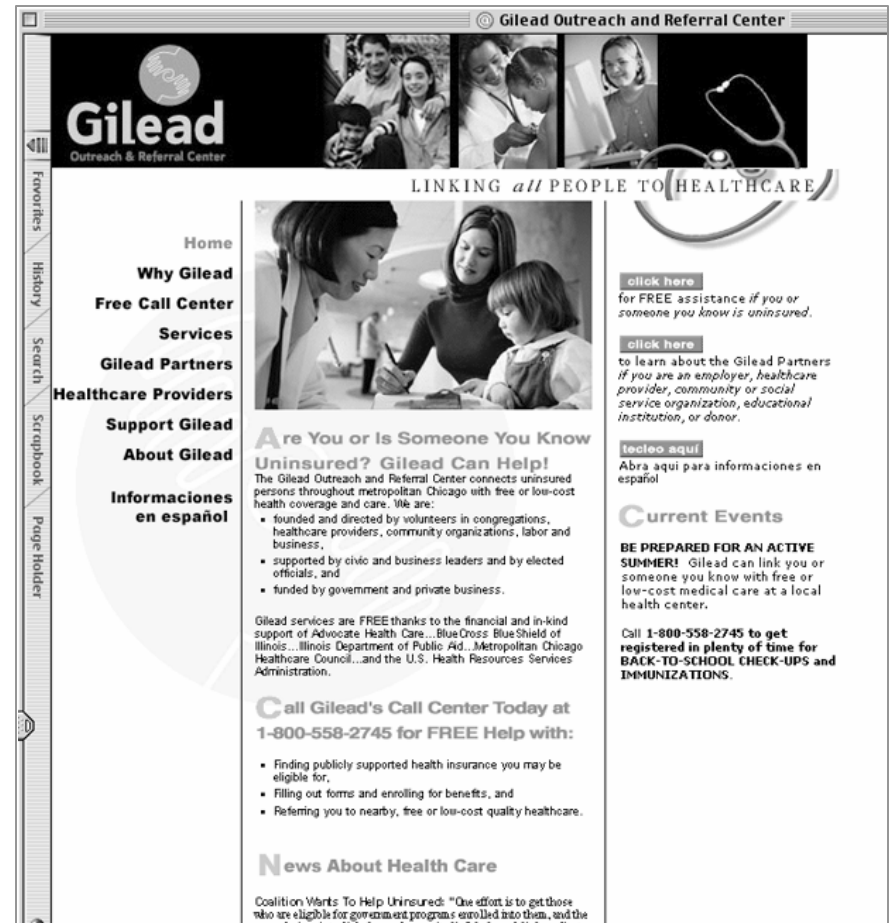
# Principles of branding apply to non-profits, too.

- Communicate your core message.
- Keep organizational identity consistent regardless of marketing channel
  - Print materials
  - Website
  - PowerPoint presentations



# The old Gilead home page

- Confusing organization, lack of focus, multiple calls to action
- Target audience shifted, sometimes in mid-sentence.
- Artwork rather than system text made content changes costly.





# The new Gilead home page

- We hired an information architect to simplify our navigation and help us develop a content strategy.
- We hired a writer to help us clarify our message.



# Home page elements

- Persistent elements on every page, in the same location on the page, help the user stay oriented.
  - Header
  - Left navigation for main categories
  - Footer links: text version of main categories



# Home page elements

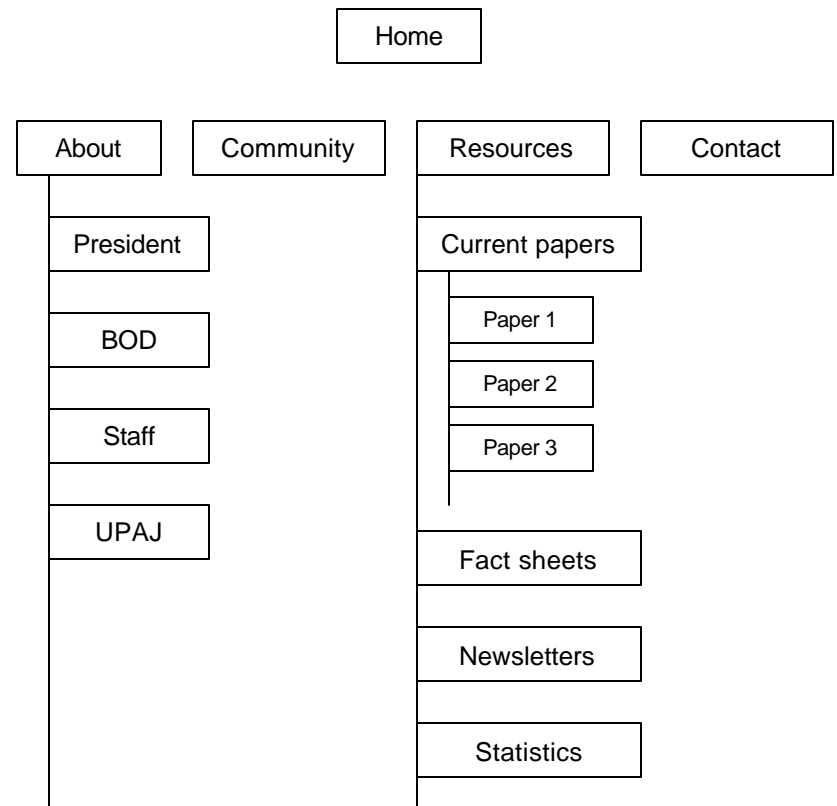
- Variable elements
  - Central channel for main content in category.
  - Right navigation for related links to other pages or documents



# Logical Navigation

## Built-in scalability

- Main categories are top level of information
- Room to grow subsequent levels of information



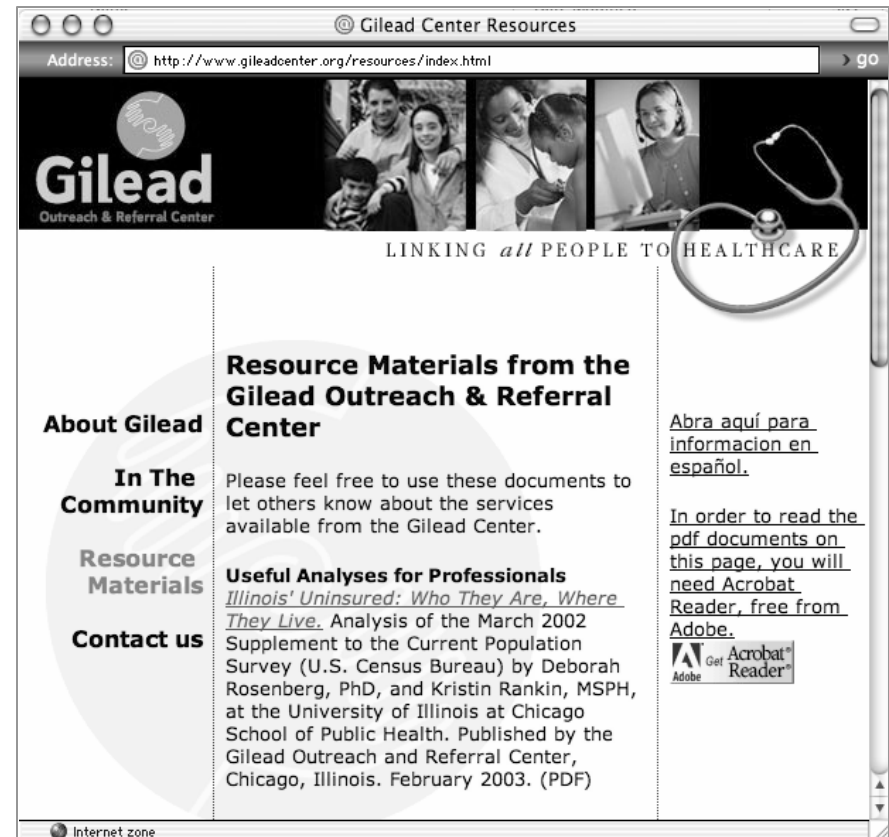
# Match functionality with goals.

- Goal: let our users know about our work.
- Goal: provide a way for users to contact us.



# Match functionality with goals.

- Goal: let our users know about our work.
  - A content-rich resource section
  - The wonders of PDF




# PDF: Your best friend

Adobe PDF files make it possible to maintain the exact appearance of your print documents in a file format accessible on both PC and Mac platforms.

*(PDF means Portable Document Format)*





## The Gilead Report

NEWS FROM  
THE GILEAD OUTREACH  
AND REFERRAL CENTER  
SEPTEMBER/OCTOBER 2002

### CAN YOU SEE WHAT WE MEAN?

We all know the importance of good eyesight. Over 60% of the entire U.S. population—more than 150 million people—wear eyeglasses or contact lenses. Without these aids, we might not be able to drive a car, read a newspaper, recognize our friends and family, or succeed at work or in school. And beyond these frequent “routine” eye problems of near- and far-sightedness, there are also the more severe problems of glaucoma, macular degeneration, cataracts, and diabetic retinopathy—problems which become more frequent with age.

But low-income individuals and families often have neither vision insurance nor the ready cash to cover the cost of treatment. To meet their needs for good eyesight, the Gilead Outreach and Referral Center has sought out and created referral relationships with a number of voluntary, private-sector eye care programs. Over the last ten months, the Gilead Center has referred nearly 3,000 people to these programs.

The programs vary in benefit design, eligibility rules, maximum capacity, and referral requirements:

**Sight for Students** This program provides free eye exams and free eyeglasses to low-income children through age 18 who are without vision insurance and have a social security number. Operated by Vision Services Plan, the program provides vouchers to eligible children, their parents or guardians which can then be redeemed at neighborhood opticians.

**Vision of Hope** VOH provides free eye exams, free eyeglasses, and follow-up eye care as needed to low-income people age 40 and over who are without vision insurance. Operated by the Illinois Eye Institute (IEI), a part of the Illinois College of Optometry, the program is based at the IEI clinic. Unfortunately VOH has exhausted its current stream of public and foundation funding, and is no longer taking new referrals. The Gilead Center is working with IEI to help VOH find new sources of funding.

**Gift of Sight** This program provides free eye exams and free eyeglasses to low-income people of any age who are without vision insurance. Operated by LensCrafters, it offers services through a limited number of appointments in its retail outlet stores.

In recent months, the Gilead Center has learned that program capacity varies, program rules change, and funding sources may vanish. Referrals often outstrip available program resources. On-going contact with the benefit programs is essential to keep current with program changes. And—through the thanks of those who have benefited—the Gilead Center has learned anew that the gift of good vision is an invaluable treasure.



Whether the talk is about the latest headline or where to get decent medical care, the local barbershop often serves as a focal point for the community.

### Community vision

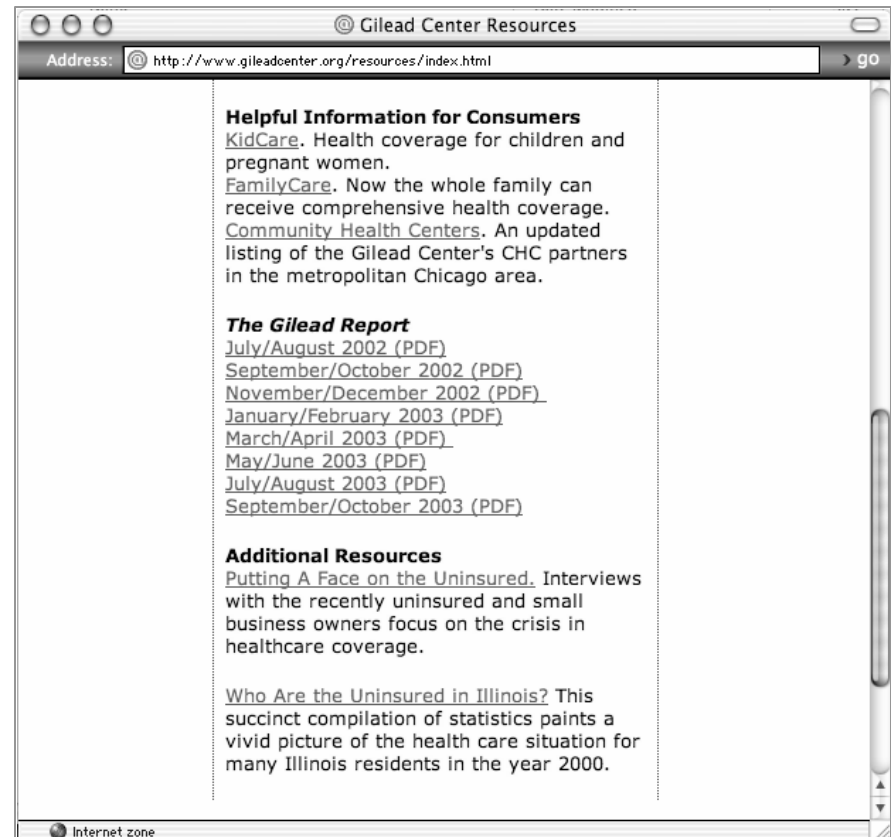
Every Friday afternoon I go and get my hair cut at one of my buddies' house, his name is Terrain. He is my barber. One Friday his mother was there with a lot of her old friends, and we somehow got on the subject of jobs and they asked me what I do. Then I explained to them what I do.

The whole room was silenced, and then one lady yelled! “Baby! Can you help me get glasses cause I sure need some!” Then the others started to ask so I told them about Vision of Hope and how to get an eye appointment and glasses. But one person stood out: Terrain’s father Gary. It was noticeable that he was going blind in one of his eyes, and needed to see a doctor for his physical health too. He had no kind of health insurance, so I told him to come on over to the office to sign up.

—as told by André, a field organizer for 32 Degrees, one of the Gilead Center’s community partners

# Match functionality with goals.

- Content-rich resource section
  - Newsletters
  - Published reports for health care professionals
  - Fact sheets and pamphlets for the health care consumer





# Match functionality with goals.

- Goal: provide a way for users to contact us.
  - Contact information in a variety of formats.
  - Contact information accessible at top level of navigation.



# Thanks to our generous donors

- Advocate Health Care
- BlueCross / BlueShield of Illinois
- Chicago Community Trust
- Illinois Department of Public Aid
- Lloyd A. Fry Foundation
- Metropolitan Chicago Healthcare Council
- Michael Reese Health Trust
- U.S. Health Resources Services Administration



# This Website brought to you by . . .

- The Gilead Outreach & Referral Center  
Victoria Makovec, Program Director  
[vmakovec@gileadcenter.org](mailto:vmakovec@gileadcenter.org)
- NELiX, Inc.  
Web site design and development, database programming, and web hosting  
[info@nelix.com](mailto:info@nelix.com)
- Big Shoulders Information Design  
Content development, information architecture, and project management.  
[bigshoulders@mindspring.com](mailto:bigshoulders@mindspring.com)

